

Rep Order# 9854849 Ver# 3 Status Revised  
EC'd No

Traffic Order#

Printed: 11/06/2012 9:28 AM  
Last Received: 11/05/2012 3:21 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA :60S  
Estimate#  
Buyer MEREDITH KAUFMAN  
Phone#  
Fax#

69354  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 11/01/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. MKGD FOR LINE 10 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*10	M-TU	4P-430P	NEWS	:60	\$1,600.00	11/05-11/06	0	0	0	\$0.00	
				Sales Remark: V3 2X NA								
				V3 Comment Changed, Spots/week Changed								
	*11	TU	4P-430P	NEWS	:60	\$3,200.00	11/06-11/06	1	1	1	\$3,200.00	
				Sales Remark: V3 MKGD								
				V3 Added								

---REPORT TOTALS---

Report Totals: 1 / \$3,200.00

---SALES MONTHLY TOTALS---

Nov 12: 21 / \$40,000.00  
Sales Totals: 21 / \$40,000.00  
Station Totals: 21 / \$40,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$100,000	CABL	0%	EKRC	0%	UNKN	60%	WBQC	0%	WCPC	0%
		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

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Books null  
Demos RA35+

# Spot Manager: All, 11/01/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 69354												
Line: 1												
11/01/12	Thursday	29:00 AM	1:00	\$1,000.00	OFA-12- 5a	Good Morn Cincinnati (5:00:00 AM-5:30:00 A	obama 2310	2310	P-2		1	MWASH
11/01/12	Thursday	24:07 AM	1:00	\$1,000.00	OFA-12- 5a	Good Morn Cincinnati (5:00:00 AM-5:30:00 A	obama 2310	2310	P-2		4	MWASH
11/02/12	Friday	28:02 AM	1:00	\$1,000.00	OFA-12- 5a	Good Morn Cincinnati (5:00:00 AM-5:30:00 A	obama 2310	2310	P-2		2	MWASH
11/02/12	Friday	09:25 AM	1:00	\$1,000.00	OFA-12- 5a	Good Morn Cincinnati (5:00:00 AM-5:30:00 A	obama 2310	2310	P-2		3	MWASH
											4	
Line: 2												
11/01/12	Thursday	28:55 AM	1:00	\$900.00	OFA-12- CBS	This Morning (8:00:00 AM-9:00:00 A	obama 2310	2310	P-2		1	MWASH
11/02/12	Friday	20:32 AM	1:00	\$900.00	OFA-12- CBS	This Morning (8:00:00 AM-9:00:00 A	obama 2310	2310	P-2		2	MWASH
11/02/12	Friday	45:28 AM	1:00	\$900.00	OFA-12- CBS	This Morning (8:00:00 AM-9:00:00 A	obama 2310	2310	P-2		3	MWASH
											3	
Line: 3												
11/01/12	Thursday	21:51 AM	1:00	\$700.00	OFA-12- M-F	10a-11a	obama 2310	2310	P-2		1	MWASH
11/02/12	Friday	43:38 AM	1:00	\$700.00	OFA-12- M-F	10a-11a	obama 2310	2310	P-2		2	MWASH
											2	
Line: 4												
11/01/12	Thursday	12:49 PM	1:00	\$1,450.00	OFA-12- Local	12 News at Noon 12p-1230p	obama 2310	2310	P-2		4	MWASH
11/01/12	Thursday	28:56 PM	1:00	\$1,450.00	OFA-12- Local	12 News at Noon 12p-1230p	obama 2310	2310	P-2		1	MWASH
11/02/12	Friday	28:25 PM	1:00	\$1,450.00	OFA-12- Local	12 News at Noon 12p-1230p	obama 2310	2310	P-2		2	MWASH
11/02/12	Friday	10:50 PM	1:00	\$1,450.00	OFA-12- Local	12 News at Noon 12p-1230p	obama 2310	2310	P-2		3	MWASH
											4	
Line: 5												
11/04/12	Sunday	15:57 PM	1:00	\$10,000.00	OFA-12- 11p	M-Su Local 12 New 11p-1135p	obama 2310	2310	P-1		1	MWASH
											1	
Line: 6												
11/03/12	Saturday	16:39 PM	1:00	\$6,000.00	OFA-12- Big East	Football 12p-330p	obama 2310	2310	P-2		1	MWASH
											1	
Line: 7												
11/04/12	Sunday	19:01 XM	1:00	\$1,500.00	OFA-12- Sun	1135p-1205a	obama 2310	2310	P-2		1	MWASH
											1	
Line: 8												
11/05/12	Monday	22:32 AM	1:00	\$1,000.00	OFA-12- 5a	Good Morn Cincinnati (5:00:00 AM-5:30:00 A	obama 2310	2310	P-2		3	MWASH
11/06/12	Tuesday	06:27 AM	1:00	\$1,000.00	OFA-12- 5a	Good Morn Cincinnati (5:00:00 AM-5:30:00 A	obama 2310	2310	P-2		1	MWASH
11/06/12	Tuesday	20:26 AM	1:00	\$1,000.00	OFA-12- 5a	Good Morn Cincinnati (5:00:00 AM-5:30:00 A	obama 2310	2310	P-2		2	MWASH
											3	
Line: 9												
11/05/12	Monday	14:07 AM	1:00	\$2,400.00	OFA-12- 6a	Good Morn Cincinnati 6a-7a	obama 2310	2310	P-1		1	MWASH
											1	
Line: 11												

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 11/01/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 69354

Line: 11

11/06/12	Tuesday	1:20:51 PM	1:00	\$3,200.00	OFA-12- 4p Local 12 News at Fo (4:00:00 PM-4:30:00 P	Obama 2310	2310	P-1	1	MWASH
				\$3,200.00					1	
				\$40,000.00					21	
				\$40,000.00					21	
				\$40,000.00					21	
				\$40,000.00					21	
				\$40,000.00					21	

[Filtered by: ] [Sorted by: Station]